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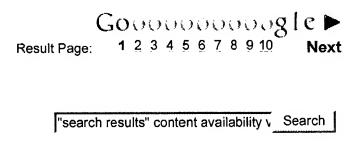
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Abstract

With the exponentially growing amount of information available on the Internet, the task of documents of interest has become increasingly difficult. Search engines usually return mo per query, yet out of the top twenty results, only one half turn out to be relevant to the user is that Web queries are in general very short and give an incomplete specification of indivi information needs. This paper explores ways of incorporating users' interests into the sear improve the results. The user profiles are structured as a concept hierarchy of 4,400 node populated by 'watching over a user's shoulder' while he is surfing. No explicit feedback is profiles are shown to converge and to reflect the actual interests quite well. One possible or profiles is investigated: re-ranking and filtering search results. Increases in performance an noticeable and show that fully automatic creation of large hierarchical user profiles is poss

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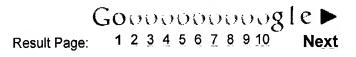
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Most information retrieval systems on the Internet rely primarily on similarity ranking algorithms based solely on term frequency statistics. Information quality is usually ignored. This leads to the problem that documents are retrieved without regard to their quality. We present an approach that combines similarity-based similarity ranking with quality ranking in centralized and distributed search environments. Six quality metrics, including the *currency*, *availability*, *information-to-noise ratio*, *authority*, *popularity*, and *cohesiveness*, were investigated. Search effectiveness was significantly improved when the currency, availability, information-to-noise ratio and page cohesiveness metrics were incorporated in centralized search. The improvement seen when the availability, information-to-noise ratio, popularity, and cohesiveness metrics were incorporated in site selection was also significant. Finally, incorporating the popularity metric in information fusion resulted in a significant improvement. In summary, the results show that incorporating quality metrics can generally improve search effectiveness in both centralized and distributed search environments.

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We seek to gain improved insight into how Web search engines shouldcope with the evolving Web, in an attempt to provide users with themost up-to-date results possible. For this purpose we collectedweekly snapshots of some 150 Web sites over the course of one year, and measured the evolution of content and link structure. Our measurements focus on aspects of potential interest to search engine designers: the evolution of link structure over time, the rate ofcreation of new pages and new distinct content on the Web, and the rate of change of the content of existing pages under search-centric measures of degree of change. Our findings indicate a rapid turnover rate of Web pages, i.e., high rates of birth and death, coupled with an even higher rate ofturnover in the hyperlinks that connect them. For pages that persistover time we found that, perhaps surprisingly, the degree of contentshift as measured using TF.IDF cosine distance does not appear to beconsistently correlated with the frequency of contentupdating. Despite this apparent noncorrelation, the rate of content shift of a given page is likely to remain consistent over time. That is, pages that change a great deal in one week will likely change by a similarly large degree in the following week. Conversely, pages that experience little change will continue to experience little change. We conclude the paper with a discussion of the potential implications of our results for the design of effective Web search engines.

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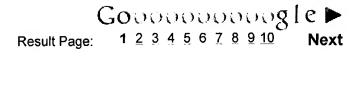
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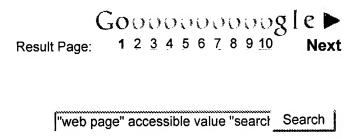
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